



## ***IN PROGRESS ONLINE***

Office of Economic Development, Placer County, California

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### **Small Manufacturers Upbeat, Satisfied with County Programs**

Small manufacturing companies in Placer County are upbeat about the future. More than 85 percent expect conditions for their industry to improve, or stay the same over the next year. Forty percent anticipate solid growth for their companies, and another 45 percent do not foresee any change. These are among the key findings from a survey conducted earlier this year for the Placer County Office of Economic Development. The survey was done by the Sacramento Regional Research Institute, a joint venture of Sacramento State University and the Sacramento Area Commerce and Trade Organization. Earlier this year, the institute surveyed 95 Placer County manufacturers with no more than 49 employees. About 21 percent of the companies have used one or more business-assistance services offered by Placer County, and most of those described their experiences as positive. For more, visit the *Sacramento Business Journal* at

<http://sacramento.bizjournals.com/sacramento/stories/2006/07/03/daily16.html>.

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### **Romanian Restaurant Opens in Roseville**

Six months ago George Muntean opened Roseville's first Romanian/Hungarian restaurant, Muntean's

Boulevard Bistro, at 5181 Foothills Blvd. Many customers followed him from his previous restaurant, Hannibal's in Sacramento, which he had owned for 10 years, allowing him to start building a new customer base in Roseville. Open for breakfast (served all day), lunch, and dinner, Boulevard Bistro offers homemade soups and desserts, fresh salads and sandwiches, Western-style food, and daily specials featuring ethnic foods from Greece, Italy, Mexico, Germany, Hungary, and Romania. Especially popular, Muntean says, is the bistro's Hungarian Goulash, served every Friday. Catering and event service is also available. 'Customer first' is Muntean's motto, and he trains his staff of 30 in that operating philosophy. He answers any questions customers have and provides samples of food for tasting. Muntean, who is Romanian, and his Hungarian wife, Terezia, are almost always on the scene. 'We were supposed to retire,' he says with a smile, 'but here we are, doing more than ever.' A Web site for Muntean's Boulevard Bistro will be up soon. For more information, email George Muntean at [micalaca@aol.com](mailto:micalaca@aol.com). For reservations, call (916) 772-7960.

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### **Placer County Sponsors Federal Technology 'Super Seminar'**

The Federal Technology Center's free 'Super Seminar,' sponsored in part by Placer County, will be held August 15, 8 a.m. - 3 p.m. in Rocklin. Subtitled 'Getting to Know Your Local Contracting Resources,' the seminar will include presentations on how to sell products and services to federal, State of California, Placer County, and city agencies, and provide opportunities to network with purchasing reps from the government agencies. Presenters include California Department of General Services, Caltrans, City of Rocklin, Placer County, the Federal Technology Center, and Sierra College Small Business Development Center. Panels will discuss federal and local government contracting. Seating is limited. To register, visit [http://www.theftc.org/news&events/upcomingevents/courses/placer\\_county\\_superseminar.htm](http://www.theftc.org/news&events/upcomingevents/courses/placer_county_superseminar.htm) or call (916) 334-9388.

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### **Mt. Vernon Winery Wins 'Double-Gold' at East Coast Wine Competition**

Jim Taylor, owner of Mt. Vernon Winery in Auburn, was awarded six out of six medals for Mt. Vernon wine entries at the recent Sixth Annual Finger Lakes International Wine Competition, held in Rochester, New York. Taylor was especially proud of a 'double-gold' medal in the Syrah category for his winery's 2003 Petite Clarksburg Salmon Farms Petite Syrah. Mt. Vernon competed against wineries in 37 states and 13 other countries. Established in 1996, Mt. Vernon opened its tasting room in July 2002. The family-owned winery, located on 31-acres outside Auburn, produced its first vintage in 1999. Mt. Vernon Winery is one of 14 members of the Placer County Wine & Grape Association (PCWGA). For more, visit Mt. Vernon Winery at <http://www.mtvernonwinery.com> or PCWGA at <http://www.placerwineandgrape.org/> or the Inside Roseville magazine at <http://www.insideroseville.net/2004-fall/article-wineries.html>

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### **New Nursery 'Flowers' in Quiet Countryside**

The Flower Farm Nursery is a calm oasis in the countryside, on the corner of Horseshoe Bar and

Auburn-Folsom Roads in Loomis. Its winding paths are lined with a wide variety of mature plants, fields of lovely cutting flowers, and a picturesque pond complete with a 13-foot water wheel. Flower Farm specializes in unusual, high-quality, pesticide-free plants and trees and handcrafted, outdoor furniture made of kiln-dried, sustainable, farm-grown teak. The nursery's millhouse is filled with unique, locally produced gift items and garden art. Owners are sisters Sheri Fischer and Patti Foust, who delight in sharing what they know and love with others. Sheri has a degree in landscape design, and Patti has extensive plant knowledge. The sisters are ready to help customers make their own garden dreams come true. Flower Farm Nursery is open from 8 a.m. - 6 p.m. Mon. - Sat.; 10 a.m. - 4 p.m. Sun. (closed Tues.) For more, visit Flower Farm at <http://www.flowerfarminn.com/>

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### **Business Advantage Network Reps Graduate from Leadership Programs**

The county's Business Advantage Network (BAN), a division of the Economic Development Office, provides a multitude of services to county businesses. Two BAN staff members recently graduated from Chamber of Commerce Leadership programs -- Marcy Schmidt from Leadership Roseville and Susanne McCabe from Leadership Rocklin. McCabe also received this year's Ambassador of the Year Award from the Rocklin Chamber. Another BAN team member, Cindy Burris, graduated from Auburn Leadership last year. 'These latest graduations mean that everyone on the BAN staff has completed this training,' said Pamela Pierce, BAN supervisor for business and workforce development. 'We're very proud.' For more visit Business Advantage Network at

<http://www.placer.ca.gov/business/business-advantage-network.htm>

Roseville Chamber of Commerce at <http://www.rosevillechamber.com/>

Rocklin Chamber of Commerce at <http://www.rocklinchamber.com/scrapbook.htm>

or <http://www.rocklinchamber.com/RocklinChamberNews0706Web.pdf>

or Auburn Chamber of Commerce at <http://www.auburnchamber.net/>

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### **County Film Office Co-Hosts Film & Fire Safety Course**

At the Placer-Lake Tahoe Film Office (PLTFO) lately, things have been booming -- literally. To explain how Hollywood manages its big explosions in buildings or cars, and creates those realistic shoot-outs -- all accomplished safely -- the State Fire Marshall's Office, co-hosted by PLTFO, recently held a three-day film and fire safety course. Firefighters and film commissioners from throughout central Northern California, eastern Nevada, and as far south as Taft, Kern County attended the course. Graduates become credentialed Film Safety Officers in their jurisdictions, ensuring that safety issues on set are reviewed by an accredited firefighter. The course finale was a live presentation of pyrotechnic devices -- from the small 'squibs' that explode on actors to simulate bullet hits, to mortar type detonations and very large, impressive gasoline-powered explosions. For more, visit Placer Lake Tahoe Film Office at

<http://www.placer.ca.gov/CEO/EconDev/PlacerLTFilmOfc.aspx>

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### **50 CA Counties, including Placer, Eligible for Economic Injury Disaster Loans**

As a result of unprecedented rainfall and severe weather conditions in California last winter, the Small

Business Administration has issued an economic injury declaration affecting 29 primary and 21 contiguous California counties, including Placer County. Small non-farm businesses in these counties may qualify for EIDL to help meet financial obligations and operating expenses disrupted by the disaster. The loan application deadline is February 15, 2007. For more information, visit the California Office of Emergency Services at <http://www.oes.ca.gov/Executive/Public/OES+News+Bulletin.nsf/Web%20News%20Lookup?openview> or contact the OES Office of Public Information at (916) 845-8400.

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### **Galleria's Plans Go Upscale**

Six years after Placer County's only regional mall, Galleria at Roseville, opened for business, mall owners, the Westfield Group, are planning a major expansion to make way for about 100 new shops and restaurants. Westfield's proposal to expand the mall by 487,806 square feet includes 1,760 more parking spaces, a bigger dining area, and 350,000 square feet for shops and restaurants. The new retail space also includes major expansions for Macy's, Sears, and J.C. Penney. Westfield officials say the Galleria's new shops and restaurants are likely to be new to the region as well. Construction is expected to begin next year, with new stores opening in fall 2008 or spring 2009. Last year, Roseville received more than \$3.7 million in sales tax revenue from stores at the Galleria. The Galleria is the largest sales tax generator in Placer County and the second largest tax generator in the State of California behind the Santana Row center, in San Jose. For more, visit the Sacramento *Bee* at <http://www.sacbee.com/content/business/v-print/story/14267241p-15078969c.html> or Galleria at Roseville at <http://westfield.com/galleriaatroseville/>

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### **Young Loomis Company Fills Niche, Helps Others**

Afton Medical LLC is a new, 20-employee company that is filling two needs: first, competing with the handful of large multi-national firms that manufacture oxygen cannula (tubes), masks, and other respiratory accessories; second, providing a hand to some recent parolees and young adults who need stable, productive, fulltime employment. 'For members of the production team, employment means getting back on their feet,' says Afton president Jon Bergstrom. 'Employees are judged by what they contribute to the team, not what they did before. One of the production supervisors, who spent 35 years as a guest of the state, is a prime example of what a solid opportunity to work means.' As a veteran-owned, small business, Afton is pushing hard to access federal, state, and large group purchasing organizations. In other sales endeavors, Afton is starting to ship products overseas -- to Costa Rica, Ghana, and Honduras. The company is currently installing new production equipment. For more, visit Afton Medical at <http://www.aftonmedical.com/>

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### **Lincoln Leads the Way for Placer County Land Value**

Placer County's assessed property value increased 16.5 percent to \$52.3 billion -- with more than one-fifth of the gain coming from Lincoln, one of the fastest-growing areas in the Sacramento region. The county's annual property tax assessment improved \$7.4 billion this year from \$44.9 billion in 2005,

according to the Placer County Assessor.

Lincoln's assessed value increased 36 percent to almost \$5.9 billion, from \$4.32 billion last year. Loomis had the county's second-largest percentage increase at 19.2 percent, from \$649.2 million in 2005 to \$773.9 million this year. Roseville's assessed property value jumped almost 17 percent to \$15.9 million this year, from \$13.6 million in 2005. Roseville is the largest property-tax generator of the county's six cities, accounting for about 30 percent of the revenue. However, the county's unincorporated areas continue as the largest property-tax generator overall at \$21.4 billion, a 13.9 percent increase from last year. For more visit the Sacramento *Business Journal* at <http://sacramento.bizjournals.com/sacramento/stories/2006/07/03/daily32/html>

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### **What's in Your E-Mail Newsletter?**

In Progress Online (IPOL), our monthly economic development e-mail newsletter, covers the latest news on Placer County business and industry, agriculture, tourism, and the arts. It reports on new projects in our cities and towns and keeps readers up to date on the state of the region's economy. IPOL posts news of state and local training, incentives, and loan programs that benefit business. It provides links to more information on each item. News about your business is always welcome. Please send items, questions, comments, or suggestions to the Office of Economic Development at [econdev@placer.ca.gov](mailto:econdev@placer.ca.gov) or visit the OED Web site at <http://www.placer.ca.gov/business>. For past In Progress Online newsletters, go to Placer County Biz News at <http://www.placer.ca.gov/business/biznews/biznews.htm>